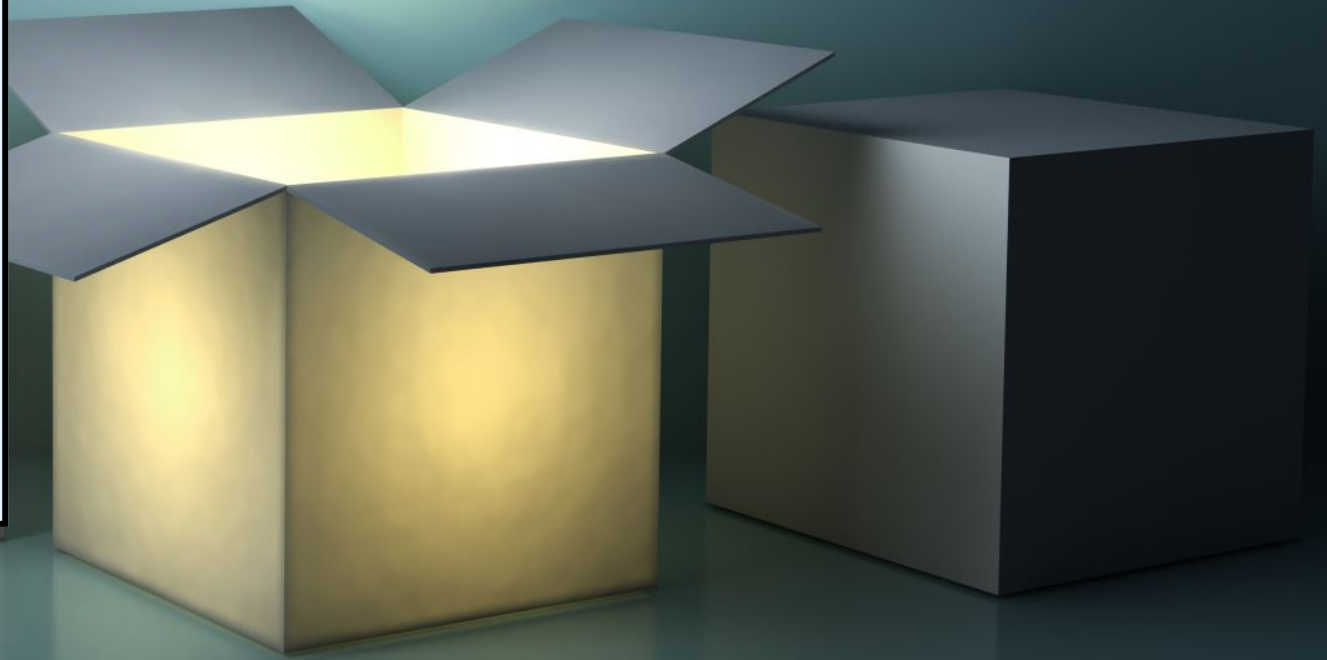# DAEDALUS

THE APP TO GUIDE YOU INSIDE BIG BUILDINGS

Find your way easily in public buildings

- The purpose of our app is to help people find their way in big public buildings, particularly when they are looking for a specific room. Imagine a large hospital, court or university which might be spread out across multiple buildings and where it is often very difficult to find the specific treatment or audience room you are looking for: Daedalus will guide you providing interactive maps and route indications.

- This will not only save time to Daedalus' users (avoiding the risk of getting lost, walking a lot in search of a place and finally arriving late to the appointment), but is also particularly important in periods of COVID-19, as it can significantly reduce time spent in highly frequented buildings, as well as avoid the need of asking information to people, and therefore it can reduce the risk of infection from the new virus.

An interactive inside navigator

- Daedalus application is conceived as an interactive navigation system for interiors: thanks to a database of indoor maps, it will be able to offer indications about the way to reach a given point, showing the user an interactive map to follow.

- The service can work thanks to the GPS system when possible, but it will also have a GPS-free function for buildings without this kind of coverage. In this case the user can insert the starting and arrival points and the app will elaborate the path. A list of written indications and / or drawings will lead the way.

One easy and friendly app for everywhere

- The app works in every public building partnering with us.

- GPS function: once you are in the building your own position is tracked and you can type in your destination room.

- GPS-free function: giving the app your depart and arrival points, you will receive the indications about the route to follow.

- Daedalus app is sensitive to your needs and can calculate the best itinerary depending on the choices you made (you might for example select the option to avoid elevators during the COVID-19 pandemic, or the stairs if you have a disability).

- The app will give you precise information to navigate within the building and find your way easily.

- Daedalus will also have lateral functions related to the partner-building you are visiting, such as history or curiosity notes and tips for nearby bars, restaurants, shops and cultural places to visit.

# An app for everyone, but particularly for those with a bad sense of direction

- Daedalus is intended to be a useful service for any kind of person who enters in a building, for the first or tenth time, and needs to find quickly the way for a certain room.

- Of course, the service will be particularly interesting for people who aren't very able in locating themselves and tend to get lost in finding their way, as well as for people who have a difficulty of movement (being for example on a wheelchair). In fact, Daedalus will easily solve the labyrinth and save time of move-around for the user, also suggesting a way with certain specificites (i.e. stairs-free) when asked.

Competitive landscape
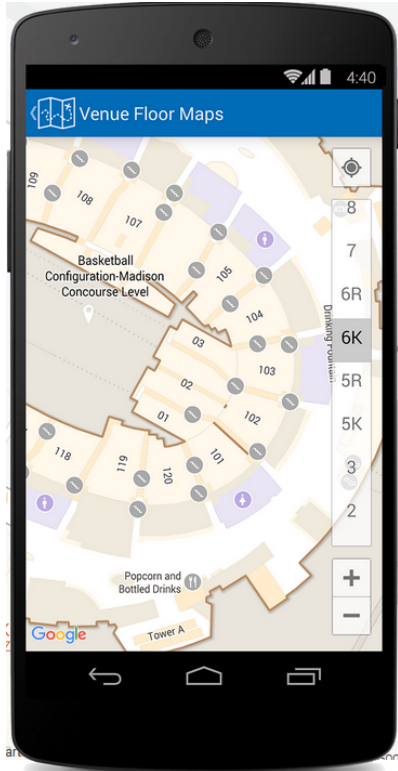
- Google and Apple have launched indoor maps for some public (or publicly accessible) buildings, such as airports, shopping malls or universities.

- However, they don't offer any kind of navigation service yet and the maps are currently available in a limited number of countries (Apple, for instance, hasn't reached Italy yet).

https://www.google.de/intl/de/maps/about/partners/indoormaps/
https://www.apple.com/de/ios/maps/
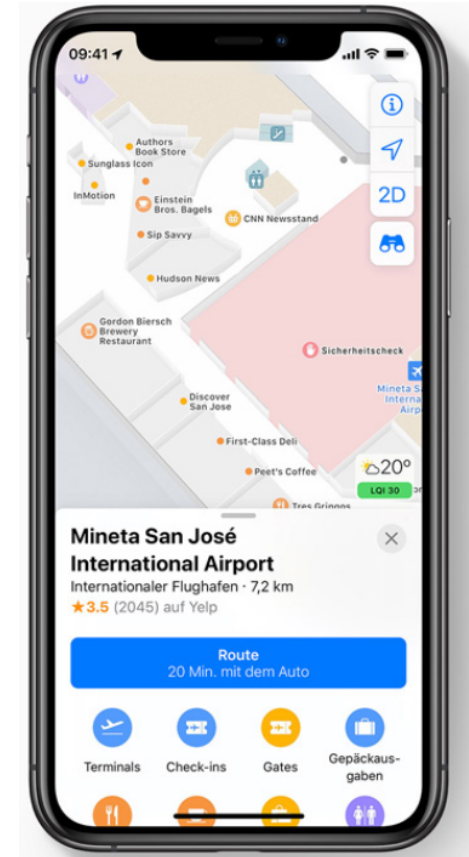
○ # Public institutions operating large buildings are key partners for the implementation of Daedalus

- For a successful go-live, an intense cooperation with the public institutions owning the target properties is key.

- Agreements with public institutions to use up to date floor plans in the app need to be made to allow smooth and accurate functioning of Daedalus app.

- The development and continuous improvement of the application requires the cooperation with a reliable IT-service provider.

- Other significant partners will be the owners of the commercial exercises around the buildings that we would like to advert through the advice function.
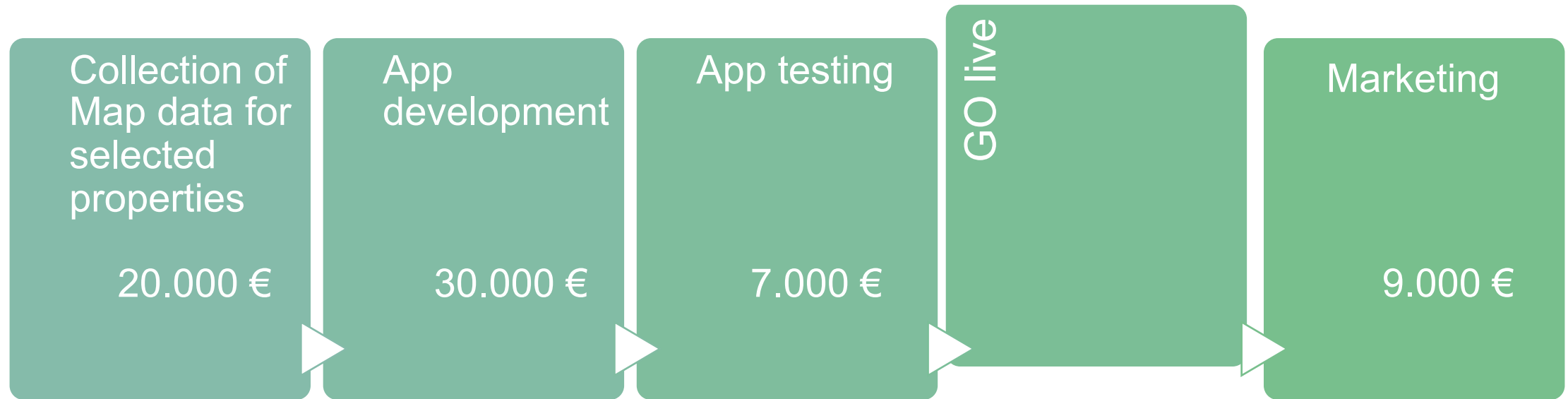
○ Profitability highly depends on scalability of the app and therefore daily users numbers

Revenues	
36.500 €/a	Annual revenue from advertising *0,005 €/advertising * 2 adverts/user * 10.000 average users/day * 365 d/y*

Expenses	
8.000 €/a	Annual rent for server capacities
10.000 €/a	Annual maintenance, improvement and update of app and map data
2.000 €/a	Marketing budget

Net Profit	
16.500 €/a	EBIT
1.000 €/a	Interest - *assuming an initial loan of 50.000€ with a 2% interest rate*
3.720 €/a	Taxes
11.780 €/a	**Net profit**

- Ramp-up costs in initial phase depend on successful sourcing for the app development and map digitalization

Collection of Map data for selected properties	App development	App testing	GO live	Marketing
20.000 €	30.000 €	7.000 €		9.000 €

Additional administrative cost for creating the company and other overhead

○ The team and its skills...

Giordana & Dominik
We are two young professionals, coming from different but somehow complementary educational backgrounds, and we are both fascinated by the possibility of developing our own entrepreneurial idea.
Giordana is a trainee lawyer, with experience in commercial law and a strong interest in startups, while Dominik is a civil engineer, with a big talent for orienteering and maps studying and a strong sense of business.